GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:727
ANSWERED ON:16.05.2002
SELECTION OF REGIONAL PROGRAMMES
RAM SHAKAL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the criteria laid down for the selection of regional programmes to be telecast through the Doordarshan Kendras;

(b) the number of proposals received from various States in this regard during each of the last three years, State-wise;

(c) the number of such proposals selected; and

(d) the action contemplated by the Government on such proposals?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 727 FOR ANSWE ON 16/05/2002.

(a): Prasar Bharati has intimated that selection of regional programmes to be telecast through the Doordarshan Kendras is done by the Kendras as per the laid down guidelines of sponsored / commissioned programmes. The broad criteria for selection of serials under sponsored and commissioned category are as under:

(i) Programme requirements of Doordarshan;

(ii) Relevance of the story, theme, or subject to the needs of Doordarhan;

(iii) Content/production value/quality of the programme;

(iv) Revenue earning potential and

(v) Track record of the Director, Executive Producer, writer, crew etc.

All Kendras have full powers on programming pertaining to their regions within the overall policy of Doordarshan.

(b), (c) & (d): Prasar Bharati has informed that the proposals are not received centrally, and that the Regional Kendras receive and select proposals at their own level.